

WORDS WORDS

By Michael Gartner

Some fashionable words:

Nîmes is a manufacturing town in southern France. Plants there used to specialize in making coarse, cotton goods, and the cloth in those goods became known as serge de Nîmes, or the “fabric of Nîmes.”

Over the years, this was shortened to de Nîmes, and, ultimately, to denim. And that's why today the material in blue jeans and other teen-ager wear is known as denim.

While we're at it, why are jeans called jeans? The factories in Nîmes often sent their denim to Italian manufacturers, who turned the denim into trousers. Many of these manufacturers were in Genoa, which was known as Gene or Jene, and that's why trousers became jeans.

BANK

48 HOURS

GIBSONS